

Appendix F: Rating Sheet, Visitor Development Actions Tally

Visitor Development Actions		Pursue Now!	Neutral OK	Bad Idea!	Don't Know	Composite *	Spend 100 Points
Backbone Facility							
1.	Upgrade public transportation to and through Glacier National Park.	12	8		1	12	268
2.	Improve roads adjacent to the park.	18	3			18	142
3.	Upgrade and construct outdoor amphitheaters.	11	9	1		10	45
4.	Upgrade and winterize historic hotels so they can accommodate visitors throughout the year.	13	4	3		10	59
Events							
5.	Establish an annual athletic event with a national draw.	10	8	1	3	9	18
6.	Use the Lewis & Clark bicentennial events to introduce visitors to activities other than travel on Going-to-the-Sun Road.	13	8	1		12	67
7.	Cultivate more Holiday season events and activities.	9	10	1	2	8	14
8.	Promote Western Art auctions and lectures.	10	8	1	1	9	10
9.	Build on the success of existing art festivals; increase the number and diversity of art festivals and events.	11	8	1	1	10	2
10.	Build on the success of existing music festivals & other performing arts events; increase the number & diversity of events.	13	6	1	1	12	13
11.	Attract continuing education classes for professionals needing re-certification.	8	9	3		5	7
12.	Develop & enhance story-telling venues & performances using local celebrities, specialists, icons & experts.	11	8	1		10	12
13.	Host annual conferences, "how-to" workshops and lectures for nature enthusiasts.	9	8	3	1	6	32

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14. Host conferences to observe Going-to-the-Sun Road construction techniques and activities.	8	5	7	2	1	28
15. Establish an university affiliation for summer programs in environmental and cultural heritage disciplines.	6	13	2		4	9
16. Use the partial Going-to-the-Sun Road closure as an opportunity to hold unique events.	7	4	7	2	0	13
17. Broaden the diversity of events.	9	10	1	1	8	3
Marketing						
18. Attract more conferences in the spring and fall months.	15	6	1		14	13
19. Produce taped series on visitor experiences, de-emphasizing Going-to-the-Sun Road.	10	9		1	10	40
20. Establish and cultivate relations with adventure travel agencies.	14	6		1	14	19
21. Improve Internet hypertext linkages and web page sites regarding events, activities, festivals, cultural heritage and natural resources.	18	3			18	51
22. Use Denver International Airport as a venue to attract visitors.	9	5	5	1	4	26
23. Partner with commercial airlines to increase flights and decrease air fares.	6	9	3	2	3	10
24. Change visitor prospect information to introduce sites other than the Going-to-the-Sun Road.	16	5	1		15	72
25. Partner with Banff, Yellowstone and International Peace Park.	12	7			12	14
26. Develop information and add NPS staff to improve the experience of visitors who are stopped by the Going-to-the-Sun Road rehabilitation.	11	9			11	33
27. Activate a public information program to aid visitors and local businesses during Going-to-the-Sun Road rehabilitation.	15	6			15	59
28. Bolster familiarization tours.	11	8		1	11	5
29. Manage the media more effectively.	16	5			16	75

Visitor Development Actions

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Visitor Service						
30. Improve awareness of events & expand opportunities to learn more about the local Native American heritage.	13	5		1	13	31
31. Broaden services provided at National Park Service visitor centers at the East and West entrances.	14	6			14	40
32. Open more of Glacier National Park to visitors and market new venues.	14	6			14	62
33. Increase the number of naturalists who can interpret park features.	7	7	3		4	38
34. Enhance horseback riding services through the park.	6	10	4		2	6
35. Establish more groomed snowmobile, cross-country and show-shoe trails and related services.	11	5	2		9	31
Organization						
36. Hold seminars and open houses to present business opportunities to the prospective entrepreneurs.	10	7	2		8	16
37. Continue improving customer service through hospitality training.	13	7			13	48
38. Broaden & improve cooperation & communication among local organizations involved in visitor development.	15	2	1		14	57

* Pursue now = +1; Neutral/OK and Don't Know = 0; Bad Idea! = -1

Source: Individual rating sheets from participants and reviewers of Draft #1, Visitor Development Strategy & Actions